

registering means after the market information posted at said posting means is purchased, including

81 prior approval demand determining means for determining, based on the personal information registered in said personal information registering means, whether prior approval by the consumer is required before the dealer accesses the consumer, after the market information has been purchased by the dealer, and

access confirming means for seeking approval for access by the dealer from the consumer who registered the purchased market information, when said prior approval demand determining means judges that the prior approval is required.

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Please ADD the following claims:

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15. (NEW) A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

a communication unit coupled to the electronic network to communicate with a consumer and a dealer;

a storage unit to store personal information of the consumer and market information about goods which the consumer desires to purchase; and

82 a processing unit, coupled to said storage unit and said communication unit, to provide personal information of the consumer necessary for the dealer to access the consumer after the market information is purchased by the dealer.

16. (NEW) The system according to claim 15,

wherein said processing unit determines, based on the personal information stored in said storage unit, whether prior approval by the consumer is required before the dealer acquires the personal information necessary to access the consumer, after the market information has been purchased by the dealer, and

wherein said communication unit, in response to a determination by said processing unit that approval is required, seeks approval for access by the dealer from the consumer who registered the purchased market information.

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